# TRITAMM PAULL

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### MANAGEMENT PROFESSIONAL

Strategy Planning ~ Sales & Marketing ~ Business Development~ Trainer~ Public Relations

## **PROFESSIONAL SYNOPSIS**

- A seasoned professional with 16+ years of experience in Training & Development (Retail Outlet), Sales & Marketing, Business Development, Key Account Management, Public Relations as well as Team Management.
- Deft in exploring potential business avenues/ competitor market, achieving increased business growth as well as initiating market development efforts.
- An enterprising leader with strong analytical, problem solving & organizational abilities.

### **CORE COMPETENCIES**

## Strategy Planning

- Planning & implementing strategies based on international class image and quality to penetrate promising markets in the region with new & existing hotel operations concepts.
- Sustaining profitable operations with focus on marketing.
- Gather sales data and search for trends.
- Assess the current situation.
- Start sales forecasting, Identify gaps, Creating new initiatives.
- Identifying the four P's- product, price, place, and promotion.
- Conceptualizing and implementing sales & marketing plans to achieve the business profitability.
- Plan for reaching, engaging, and converting target prospects into profitable customers.



- Driving sales & marketing initiatives to achieve business goals.
- Identifying key/institutional accounts & government/non-government undertakings and strategically securing profitable business. Making a link of communication between two entities usually in a corporate setting.
- Ensuring maximum customer satisfaction by providing pre/post assistance, achieving delivery & quality norms.
- Meet company goals, Perform job tasks, Understand work processes, Work in teams, Make decisions, Learn technology.
- Get along with each other, Exchange positive communication, Minimize conflict, Influence others to be positive, perform at higher standards, Have more self-confidence, Develop higher skill levels, Perform many different tasks, Offer creative solutions to problems, Collaborate on problem-solving, Avert disaster.

### Training Skills-

- Providing Sales Training to the Dealer/ Manager, Shift Supervisor & Driveway Salesman of the Retail Outlet.
- Providing Soft Skill, Induction, Job Training, Safety Training, Promotional Training & Refresher Training, Strong work ethic, Positive attitude, Time management, Multitasking, Communication skill.
- Literacy training, Interpersonal skills training, Technical training, Problem-solving training, Diversity or sensitivity training, Behavioural training.
- Performance Management, Motivating Others, Giving Feedback, Coaching, Self-Development, Motivation for Sales, Self-Confidence, Sales Planning.

#### INDUSTRIAL EXPOSURE

- Undergone Training at The Great Eastern Hotel, Kolkata for 3 Months.
- Undergone Training at ITC Sonar Bangla & Sheraton Towers, Kolkata, for 1 Month.
- Undergone Training at Hotel Embassy, Kolkata for 1 Month.

### **ACADEMIA**

I.S.C.E. (10th) from St. Thomas School, Kolkata in 2000.

I.S.C. (12th) from St. Thomas School, Kolkata in 2002.

Bachelor of Hotel Management from Oxford College of Hotel Management, Bangalore in 2008.

#### CAREER CONTOUR

- Self employed in Instrength Consulting as Consultant for finance and land, Kolkata. (April 2023 September 2023)
- Worked as P. R. & Marketing Officer with J. M. Medical College & Hospital, Patna. (February 2018 March 2023)
- Worked with Indus Management Consultants, as a Zonal Trainer- Retail Outlet with Reliance Petroleum Project, Gurgaon. (December 2014 December 2017)
- Worked with VCI Hospitality Ltd- Aveda Chariot Resort & Spa, Puri as an Assistant Manager- Sales, Kolkata. (January 2013 November 2014)
- Worked as an Executive- Sales & Marketing with Best Western Premier Vedic Village Spa & Resort, Kolkata. (November 2011 December 2012)
- Worked as an Executive- Sales & Marketing & also working as a Sales Co-Ordinator with ITC- WelcomHotel, Fortune Park Panchwati, Kolkata. (April 2011 October 2011)
- Worked as H.O.T. in Hotel Vintage Residency, Bangalore for 3 Years. (December 2008 January 2011).
- Worked as an Associate Manager with Domino's Pizza India Ltd, Bangalore. (October 2007 November 2008)

### IT FORTE

- Well-versed with Windows, Excel, Word, Power Point & Outlook Express.
- Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Design, build and maintain our social media presence.

## Key Deliverables- Aveda Chariot Resort & Spa- Assistant Manager Sales:

- M Keeping a keen eye on Sales/ Taking care of Banquet Sales for Conference or Wedding Parties.
- Rapport building with the Clients/ Interacting with Managers and also with Customers
- Making the day to day Reports/ Regular follow-up with the Clients.
- Identifying the right sector of Market for our Hotel/ Understanding the Clients need and working accordingly.
- Communicate with clients and evaluate their needs and specifications.
- Create reports analyze and interpret data. Drive recruitment process and training & development.
- Secure adherence to company's policies and guidelines.
- Assist the manager in organizing, planning and implementing strategy.
- Coordination with other departments for smooth operation.
- Working on guest feedback/ complaints and working on them accordingly. Supervise and motivate staff.

Monitor operating costs, budgets and resources. Collaborate with agencies and other vendor partners.

## Key Deliverables- Indus Management Consultants- Zonal Sales Trainer:

- Planning/ Scheduling Training as per the Training requirement.
- Identifying the trainees post Training program to find out the skill level & need for improvement.
- Doing Secret Audit in the RO's to find out the loopholes & training scope in desired field.
- Conducting Re-fresher training for the RO's where proper SOP's are not been followed.
- M Keeping an eye on the feedback of the customers in order to ensure proper Implementation of the Training.
- Making the Team understand the importance of the Training being conducted.
- Providing the Team with live demo on Fire fighting, uses of Fire extinguishers, etc.
- Accomplishes sales training and organization mission by completing related results as needed.
- Improves training effectiveness by developing new approaches and techniques; making support readily available; integrating support with routine job functions.

## Key Deliverables- J. M. Medical College & Hospital:

- Develop PR campaigns and media relations strategies.
- Visiting consultant's office, meeting their business head and providing them Training and Updating of fees structure and their benefits for the development of business.
- Collaborate with internal teams and maintain open communication with senior management
- Edit and update promotional material and publications (brochures, videos, social media posts etc.)
- Generating business by various channels available and to create new strategies to develop the business coming days. Meeting agents and brokers for student admission and generating business.
- Doing online promotions, digital marketing and driving business.
- Attending spot Admissions and Fairs and generating business.
- Seek opportunities for partnerships, sponsorships and advertising.
- Managing communications between an organization and the public and help shape the public's perception of a business.

#### PROJECTS UNDERTAKEN



Marketing Feasibility And Financial Viability Up selling Techniques in Front Office. Tourism destination project. Infrastructure Improvements. **STRENGTHS** Good written and communication skills. Good Team work, creativity & hardworking. Confidence and Patience/ Detail-oriented/ Curiosity/ Flexibility Interacting Skills/ Originality/ Open-mindedness/ Versatility PERSONAL DOSSIER

Date of Birth : 27th October 1983

Father Name : Lt. Mr. Tarak Nath Paul

Hobbies : Listening music, Driving, Making friends, Cooking

**Marital Status** : Unmarried.

: Indian. Nationality

Languages : English, Hindi & Bengali.

Permanent Address : Diamond Park, Joka, Kolkata - 700104, West Bengal.

## **DECLARATION:**

I hereby declare that the above written particulars are true to the best of my knowledge and belief

Date:

Place: Kolkata **TRITAM PAUL** 

